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SPORT AND VALUE ORIENTATIONS OF THE YOUTH

DEPORTES Y ORIENTACIONES DE VALOR DE LA JUVENTUD

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Abstract

The article explores the role of sport in the value orientations of Russian youth. Sport is an important part of modern culture; it embodies a number of values inherent in modern culture in general, for example, the value of success. In modern societies, sport not only involves thousands of people in specific behavioral practices, but also changes values, standards of behavior, and lifestyle beyond the realm of professional sport. At the same time, the recognition of the importance of sport and the values embodied in it does not always lead to the involvement of the individual in sport. On the other hand, involvement in sport activities and communities interested in sport does not always imply positive social activity. In other words, it can be said about passive and active acceptance of the value of sport, and sport itself appears to be a contradictory phenomenon in terms of value perception.

Keywords

Sport – Youth – Values – Sport mediaization – Ideology – Socialization

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Introduction

Sport has long become one of the stable and extensive subsystems of modern societies. Having been developed in a modern form in Western societies (with the UK and the USA playing a leading role in the emergence of the phenomenon itself), sport has now become a global phenomenon. Spreading around the world as one of the elements of the modern lifestyle, sport is becoming an important agent of cultural globalization¹. Containing a complex of Western cultural values, modern sport contributes to the transformation of traditional cultural patterns and intercultural interaction, although it can give rise to conflicts and socio-cultural risks². Modern sport is a complex and multidimensional phenomenon - both structurally and culturally. The field of sport in modern societies includes the activities of a wide variety of social agents – from individuals visiting gyms in their free time to national teams and states developing a specific sport policy. Modern sport exists as a sphere of professional and commercial activity, as an element of education, as part of leisure, as a spectacle, as a way of self-improvement, as a marker of group identity, etc.³

Given the complexity of modern sport, it is difficult to give it a clear assessment.

This article deals with the problem of the value perception of sport by Russian youth, as well as the problem of the diversity of values associated with sport and implemented in various forms of social activity.

Materials and methods

The sociological analysis of sport covers a wide range of issues: the social organization of sport activities, the social functions of sport, the interaction of sport and other areas of society, the economic aspects of sport, and the impact of sport on culture, values and lifestyle. In recent years, more relevant has become the research of sport in the context of national security, the crisis of collective and individual identity, the interrelation of sport and politics, the mediaisation of sport - the mediated effects of sport on the culture of modern societies and enhancing its influence as a cultural phenomenon due to the development and ubiquitous media presence. Sport is explored today based on a variety of theoretical sociological approaches: from neo-Marxism and structural functionalism to frame theory⁴. Sociological studies of sport can be carried out at different levels: from the macro level (sport in the context of globalization processes or in national politics) to the micro level (sport in everyday life practices).

¹ N. Kh. Gafiatulina; L. V. Tarasenko; S. I. Samygin and S. Yu Eliseeva, "Social health and perception of risks by students living in southern Russian regions (based on sociological questioning data obtained in Rostov-on-Don)", *Health risk analysis* num 4 (2017): 66-75 y N. D. Neustroev; A. D. Nikolaeva; A. N. Neustroeva & A. V. Ivanova, "Problems and Modernization Trends of Ungraded Schools of the Russian North", *International Electronic Journal of Mathematics Education*, Vol: 11 num 10 (2016): 3415-3424.

² Natalya Kh. Gafiatulina; Andrey V. Rachipa; Gennadiy A. Vorobyev; Valery V. Kasyanov; Tatyana M. Chapurko; Irina I. Pavlenko and Sergei I. Samygin, "Socio-Political Changes As A Socio-Cultural Trauma For The Social Health Of Russian Youth", *Modern Journal of Language Teaching Methods*. Vol. 8 Issue 5 (2018): 602-609.

³ M. M. Shakbanova; N. Kh. Gafiatulina; S. I. Samygin; T. M. Chapurko; N. A. Levaya and N. K. Bineeva, "Youth of the South of Russia: Specifics of manifestation of ethnic identity (on the example of the Dagestan republic)", *Purusharta* Vol: 10 num 2 (2018): 111-119.

⁴ P. Serra, *Sociology of Sport in: Principles of Sport Management* (Oxford: Oxford Press University, 2015).

The relevance of the study of sport, based on different theoretical approaches, is confirmed by the increasing number of scientific publications devoted to this issue. Such works are worth to be mentioned: Coakley, *Sports in society: Issues and controversies*⁵, Coakley & Burnett, *Sports in society: Issues and controversies*⁶, *Sport and Modern Social Theorists*⁷, etc.

One of the most important areas of sociological research of sport is its impact on the system of values and the socialization of young people, including the value orientations of young people regarding sport. The value orientations of young people in relation to sport are rather actively studied by Russian authors. In this article, we rely on the data of studies conducted by Dugnist and Romanova⁸, Samygin and Vereshchagina⁹, M. Baev¹⁰, Sankova¹¹ and others.

When studying value orientations, one should take into account a certain inconsistency of modern sport and various social levels of its existence - first of all, the distinction between mass and professional sport, sport as a practice and sport as a spectacle and entertainment. The perception of sport as a spectacle does not imply the active involvement of the viewer in any sport practice, although the value of sport as entertainment can be very significant for the viewer.

The multilevel and ambiguity of modern sport explains some of the apparent contradictions in the attitudes revealed by youth in relation to sport, as well as the value contradictions of sport itself as a social phenomenon.

The results of the study

Modern sport has become a part of the institutional structure of modern societies, and permeates it at different levels. The field of sport is represented not only by the system of professional sport organizations and management structures that regulate their activities, but also by a more or less extensive segment of “border” structures that combine the features of professionalism and leisure activities - these are various sport clubs, amateur sport teams, fitness clubs. Sport today is also part of the education system, both school and higher. The integration of sport into educational systems indicates recognition of its high significance for modern culture. Sport embodies many of its basic principles and values, above all, the values of beauty, social health¹², high achievements, success, competition, and national prestige.

⁵ J. J. Coakley, *Sports in society: Issues and controversies* (New York: McGraw-Hill, 2015).

⁶ J. J. Coakley & C. Burnett, *Sports in society: Issues and controversies* (Pretoria: Van Schaik, 2014).

⁷ Richard Giulianotti, *Sport and Modern Social Theorists* (New York: Palgrave Macmillan, 2004).

⁸ P. Dugnist and E. Romanova, *Motivaciya molodezhi k zanyatiyam fizicheskoy kulturoj I sportom. Perspektivnye napravleniya v oblasti fizicheskoy kultury I sporta I turizma. Materialy Vserossijskoj nauchno prakticheskoy konferencii s mezhdunarodnym uchastiem. Nizhnevartovsk. 17-18 marta 2016 g. Izd-vo Nizhnevart. un-ta. 2016.*

⁹ S. Samygin; P. Samygin and A. Vereshchagina, *Sport I zdorove rossijskoj molodezhi v aspekte nacionalnoj bezopasnosti. Gumanitarnye i socialno-ehkonomicheskie nauki. 2015.*

¹⁰ O. Baev, “Futbolnye fanaty v evropejskih stranah”, *Vestnik Tomskogo gosudarstvennogo universiteta. Istorija. Vol: 6 num 32 (2014): 5-10.*

¹¹ I. Sankova, “Cennosti molodezhi v sfere fizicheskoy kultury I sporta”, *Molodoj uchenyj num 12 (2017): 588-591.*

¹² . Kh. Gafiatulina; L. V. Tarasenko; S. I. Samygin and S. Yu Eliseeva, “Social health and...

At the same time, sport is one of the clearest evidence that postmodern societies are “societies of performance”. Professional sport today is much more a spectacle than a recreational practice. The “healthful” effects of sport are more noticeable on other levels of the existence of sport - sport as part of everyday life, diverse practices aimed at maintaining a healthy lifestyle. As an example, fitness. Professional sport affects the approval of these values only indirectly.

Sport as a spectacle contributes to the formation of new communities, connected not with participation, but involvement in common experience. Franke pointed to the role of modern media in promoting and popularizing of sport values, noting that media broadcasting promises participation in live sport events and creates semantic prerequisites for linking people into a specific community of sport fans¹³.

The following data speak about the scale of such emotional “communities”:

“During the World Cup in Japan and Korea in 2002, experts counted 28.8 billion television inclusions. This means that each of the 6.2 billion people on Earth, according to statistics, more than four times connected to the finals of the tournament. However, it is not confined to a media event, and encourages people worldwide to sports activity. [...] in 2000, the total number of players in the world is 242 million, which corresponds to 4.1% of the world's population. FIFA has 207 member societies and, thus, its distribution area on Earth is even wider than that of the UN”¹⁴.

Sport as a means of achieving beauty and health, and sport as entertainment and a spectacle are different poles of the perception of sport that set value orientations in relation to it, including among young people. Sport of high achievement as a spectacle is undoubtedly popular. However, in this capacity, it often causes criticism of researchers.

On the one hand, there are often concerns that the sport of high achievements is harmful to the health of professional athletes. Taking into account the fact that a sports career begins in childhood, there are questions about the appropriateness and ethical nature of involving children in an activity that is potentially dangerous.

On the other hand, it is noted that sport, as a spectacle is just one form of escapism, a legal and accessible form of escape from reality. This explains its massive popularity, bringing huge profits and turning sport into one of the spheres of the modern global economy.

There are some other claims imposed by critics towards modern sport. Enumerating them, K. Lasch writes

“Spectator sports have acquired their current importance simultaneously with the emergence of mass production, which aggravates sports-meeting needs, creating at the same time technical opportunities for selling sports competitions to a wider audience. Nevertheless, according to the widespread criticism of modern sport, the decline in the importance of sport is also associated with this. Commercialization turned the game into work, subordinated the pleasure of the athlete to the pleasure of the spectator

¹³ E. Franke, *Der moderne Sport – die zeitgema Religion der Jahrtausendwende* (Berlin: 2006).

¹⁴ K. Ajzenberg, “Futbol kak global'nyj fenomen: Istoricheskie perspektivy”, *Logos* num 3 (2006).

and reduced the spectator to the state of a passive vegetable - the exact opposite of the personified health and strength of sport. Victory mania contributed to giving too much importance to the competitive component of sport and forgetting the more modest, but also more satisfying experience of cooperation. The cult of victory, proclaimed by such football coaches as Vince Lombardi and George Allen, made savages out of players and fanatical chauvinists from fans. The violence and ardent support of modern sports convinced some critics that sport imposes militaristic values on youth, irrationally inspires local and national pride to the audience and serves as one of the main strongholds of male chauvinism¹⁵.

Thus, the value of professional sport in the eyes of audience is quite far from the commitment to a healthy lifestyle. This is just one of the value aspects of sport, hardly the most significant. At the same time, it is the value of health that is decisive in the policies of modern states, which include physical education in the programs of educational institutions of various levels. However, does this setting fit the structure of youth values?

Modern researchers note that the value of health is not very popular among young people:

“The results of research show that the value of health among young people is not high enough: ... 66% of young people are tolerant to alcohol, every second to tobacco smoking, 5% of young people admit that they have tried or are going to try drugs. Such an attitude to health is laid at the school stage of socialization, when certificates are brought to school, exempting schoolchildren from physical education due to health, and in high school the number of such young people increases and approaches 35%¹⁶.”

Dugnist and Romanova¹⁷ cite survey data showing that 46.7% of students take care of their health, of which 19.6% visit doctors, 37.5% do physical training alone, 31.2% are on a healthy diet. However, 39.7% of students are characterized by a passive attitude towards maintaining their own health. 16% of young people surveyed admitted that they have bad habits and negative attitude towards physical exercise.

Most of the students were aware of the connection of exercise, a certain lifestyle and state of health. Thus, they fully realize the meaning and value of these factors. Nevertheless, this does not mean that the norms correspond to the real behavior.

When asked how often they are engaged in physical culture, 72.6% of students answered that they do physical exercises only occasionally. The reason for this, they called the lack of time and busy life. Only 18.7% said that they train regularly, do physical exercises, gymnastics. The main reason for young people to exercise is to improve their health and prevent diseases. In accordance with the data of the research, the question “How often do you exercise?” 18.2% answered “regularly”, 29.1% - “rarely”, 36.8% - “sometimes”. Thus, most students do not pay special attention to maintaining health and physical exercise. Among the reasons for this, students cited a lack of time - 59.5%; tiredness - 42.8% of respondents, lack of desire - 21.3%; lack of necessary skills and habits - 11.9%, lack of necessary equipment for full-fledged occupations - 9.1%¹⁸.

¹⁵ C. Lasch, “Vyrozhdenie sporta”...

¹⁶ S. Samygin; P. Samygin and A. Vereshchagina, Sport I zdorove rossijskoj molodezhi...

¹⁷ P. Dugnist and E. Romanova, Motivaciya molodezhi k zanyatijam fizicheskoj kulturoj...

¹⁸ P. Dugnist and E. Romanova, Motivaciya molodezhi k zanyatijam fizicheskoj kulturoj...

According to E. V. Romanova and L. V. Gotovchikova, when asked about the reason for playing sports and exercising, 53.86% of respondents answered “improving physical fitness”, 41.70% - striving to improve health and well-being¹⁹.

A third of respondents said that the reason for playing sports and physical education is the desire to get a good grade (29.15%), 39.27% wanted to improve the figure, 28.3% noted the need for movement. 18% of students noted the desire to express themselves, their abilities, 20% - the desire to exercise (20.65%). Among the motives of the students were also called communication (a tenth of the respondents), unwillingness to lag behind others.

However, it should be noted that part of the respondents (17%) stated that they have no motives to encourage them to play sports and exercise, 9% of the respondents were undecided.

As reasons that impede sports and physical culture, respondents noted lack of free time (47.37%), workload of studies (43.32%), unwillingness to make additional efforts (25.10%), lack of necessary equipment (18.62 %). At the same time, 15% of respondents have no interest in sports activities, and 10% stated that they do not see the point in such activities²⁰.

In the spring of 2016, a questionnaire survey was conducted at the University of Altai, aimed at studying the inclusion of students in the field of sports and physical education. Researchers used quota-proportional sampling. 450 questionnaires were received and studied, 58% of respondents were women and 42% - men. In the course of the survey, students were asked how often they do physical exercises and sports, except for the actual training sessions. The results were as follows (figures are rounded): 9% - practically daily, 16% - three or four times a week, 38% - once or twice a week, 19% once or twice a few months, not engaged at all - 18% .

It is important to note the presence of a gender aspect in relation to sport, which manifested itself in this study - girls go in for sports less often than boys do. Among the respondents, there are 22% of girls and only 11% of boys who do not go in for sport at all. Among involved once or twice every few months 23% of girls and 13% boys. 11% of boys and 7% of girls go in for sports daily, 21% of boys and 11% of girls three or four times a week.

The researchers drew attention to the problem of the relationship of value orientations in general - and the values associated with sport itself. Answering the question “For the sake of what you are living now” (you could offer several answers, but not more than five), students preferred such values as “family”, “love”, “self-realization”. These options were chosen by almost every second of the respondents; preferences did not depend on the gender of the respondents. These values can be considered universal for young people. However, it is necessary to recognize the existence of a discrepancy between the values proclaimed and the real behavior of individuals.

¹⁹ E. Romanova and L. Gotovchikova, “Motivaciya molodezhi k zanyatijam fizicheskoj kulturoj na primere studentov altajskogo kraya”, Nauchno-periodicheskij zhurnal “Zdorove cheloveka: teoriya i metodika fizicheskoj kultury i sporta Vol: 1 num 14 (2017).

²⁰ P. Dugnist and E. Romanova, Motivaciya molodezhi k zanyatijam fizicheskoj kulturoj...

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Values related to health and sport as well as physical perfection do not occupy the most prominent position among all the human values²¹. Among the students surveyed, the value of physical excellence included only 9.2% in their value set, while, oddly enough, there were more boys than girls among them - two thirds.

But even among those who chose physical perfection as meaningful value, only 24% go in for sports and exercise every day or three or four times a week. Practically, 87% of respondents observed a discrepancy between the recognition of values and the integration of these values into their own lives and activities.

Values related to sport studied in the survey included the value of such sport activities as games, physical activity, emotional lift, and values for which sport serves as a means to achieve prestige, communication, self-realization, beauty, health, etc.

Survey results showed that among the main reasons of going in for sports (respondents indicated several options) the dominant is the desire to improve physique, optimize weight (65%), the desire to improve physical condition, improve health (53%), get emotional relaxation, increase mood (51%) .

In addition, 34.6% expect to enhance physical attractiveness as a result of training. Approximately one in ten respondents indicated the desire to expand the circle of friends (13.7%), to improve the ability to fend for themselves (13.7%). Only 5.5% said that they are engaged “just to participate in sport events”, and 5% - to achieve high sport results. An analysis of the gender aspect showed discrepancies in motivation: the girls noted the importance of improving their appearance, and the young men - their health.

In general, sport activities serve as one of the aspects of maintaining health, but the focus on these activities is not strong enough due to low motivation, material problems, and the lack of cultural and historical traditions to maintain a healthy lifestyle. 34.2% of respondents do not exercise at all or do it once or twice a few months. The most popular explanation for this is total employment (57.2%) and study (45.4%), as well as lack of desire and interest (45.3%). The material matters are also important: a significant cost of training in the gym and equipment, the services of coaches (23.9%) and communication (31.2% of respondents named the lack of a company among the obstacles).

Values of communication, social health, physical excellence, self-realization, oddly enough, cannot always predetermine the positive social and personal activity of young people²². Values can also be embodied in socially destructive practices. As an example, the phenomenon of sports fans, forming in modern societies one of the most sustainable youth subcultures, more precisely, a number of similar subcultures.

²¹ Maskim Vaskov; Alexander Rezvanov; Valety Kasyanov; Sergey Samygin; Natalya Gafiatulina; Dmitriy Zagutin and Lidiya Scherbakova, “Value orientations of russian youth in the system of managing the moral security of society”, Herald National Academy of Managerial staff of culture and arts num 2 (2018): 134-140.

²² K. S. Chikaeva; L. I. Scherbakova; E. A. Karapetyan; A. T. Latysheva; S. S. Kosinov; Ya. G. Zinchenko and S. I. Samygin, “Social health of russian youth: the specificity of social and managerial technologies of formation”, International Transaction Journal of Engineering, Management and Applied Sciences and Technologies. Tomo 9 num 6 (2018): 515-525.

Youth fan communities often exist on the verge of a norm and deviation, often crossing this line. Thus, in November 2018, the head of the FSB of Russia, Alexander Bortnikov stated, among radical young people, groups that adhere to legal and left-wing extremism are gaining special popularity. These include, among others, fan associations. They call for violent actions against migrants and IDPs who practice Islam.

Membership in fan communities is accompanied by a cult of physical strength, violence - and this is often associated with sport, that is, in this case, the desire for physical perfection has a distinctly aggressive and destructive character. Physical perfection acquires a very specific meaning in this context. Speaking about the aggressiveness and strength, the desire for superiority over others and excellence, mainly physical, we can remember that this aspect of sport emerged quite early in the history of modern sport, not in fan communities, but in the sphere of politics. In this regard, we can recall the great attention paid to sport by totalitarian regimes - in particular, fascist.

The goal of Sport was to form a physically perfect "new man", at the same time it served as a convenient mechanism for ideological influence, suppressing individual autonomy under the pretext of developing a common spirit, collectivism and as well as the formation of social health of young people²³.

Within the framework of totalitarian regimes, the introduction of a healthy lifestyle, the cult of sport and strength was inextricably linked with the aggressive militaristic spirit of these regimes. And, of course, the main object of the impact of a specific sports policy in totalitarian states was youth - both men and women, although the male character of sport inevitably prevailed, for women, within the framework of right-wing totalitarian regimes, sports activities had only a subordinate character. Within the framework of totalitarian regimes, sport was a state matter, a matter of politics, although in a certain sense.

In the sports policy of democratic states, sport is understood mainly as a means of demonstrating national prestige (related to professional sport) and a means of maintaining the health of the population (related to mass sport). In recent years, in connection with the problem of migration in Western societies, the importance of sport as a mechanism for the cultural and social integration of new members into society has been increasingly recognized. Joint trainings facilitate contacts between migrants and the local populations; contribute to overcoming social exclusion, as well as the negative stereotypes in relation to the "stranger". At the same time, democratic states are characterized by the fusion of sports and national prestige; empathy with the successes or failures of national teams serves as one of the important channels for expressing collective emotions associated with national identity. The ability of sports to serve as sewers for nationalistic feelings can also be achieved by destructive forms of group cohesion, as exemplified by the subcultures of sports fans, especially football. The phenomenon of football fans is practically the same age as modern professional sport. Thus, O. Baev notes as applied to the end of the XIX century one can talk about the attempts of fans to play an active role in the course of matches and related problems. Already before the beginning of the First World War, professional football was associated primarily with the riots that caused by audience. Often, violent confrontations between the fans of two local teams were becoming the norm²⁴.

²³ A. Vereshchagina; N. K. Gafiatulina; A. Kumykov; O. Stepanov & S. Samygin, "Gender Analysis of Social Health of Students", Review of European Studies Vol: 7 num 7 (2015): 223-230.

²⁴ O. Baev, "Futbolnye fanaty v evropejskikh stranah..."

Football fans have become an integral part of Western football, along with the criminal aspects of their activities. The rivalry of fan groupings was often mixed with the political component, not only in terms of the political beliefs of the fans themselves, but also in the attempts of some politicians to use their support.

On the other hand, the activity of fan groups is not always illegal and destructive. Football clubs try to maintain relationships with their fans as they are the core of the audience and help to preserve the popularity of football in general and of a particular club or team in particular. Football fans are also consumers of certain commercial products - badges and clothes with team symbols, for example, which makes them an element of the commercialization of modern professional sports²⁵.

In Russia, fan associations exist relatively recently; their activity also unfolds in the space between loyalty and support for "their" athletes - and flashes of deviant behavior associated with a splash of collective emotions during matches, collisions with other fan associations.

As in Europe, Russian football fans often support right-wing nationalist ideologies and political radicalism, which can provoke aggression against ethnic minorities.

Modern Russian fans form youth subculture. According to researchers, the age of fans ranges from 16 to 30 years²⁶. There is also a heterogeneity of value and behavioral attitudes of football fans, but they are characterized by patriotism, nationalism, sometimes developing into radical forms, masculinity, aggressiveness, and adherence to group values, unity and the desire to support each other, the cult of force. Fans can play sports themselves, but this is not a prerequisite for belonging to this subculture.

All youth subcultures are associated with the problems of acquiring identity, the need for communication, self-affirmation (recognition) and time structuring. The subculture of football fans is no exception. Sport and identification with favorite team contribute to the formation of group culture and group values. The presence of a common pastime, special symbolism and interests ensures solidarity. The tendency to criminal and deviant activity is not mandatory, but its significant presence in the life of fan communities is explained by the fact that the adherents of this subculture usually belong to unprivileged segments of society. Membership in the community, as well as some destructive practices, act as a compensatory mechanism for solving social and psychological problems, self-affirmation, which is unattainable in other ways. According to R. Merton's theory of deviant behavior, it can be noted that football fans often demonstrate the type of deviation, referred to as "innovation." It is characterized by the adoption of approved goals (values), but the use of non-normative ways of achieving these goals. Football fans fully share such accepted values as respect for individual accomplishments, social and professional success, patriotism, mutual assistance, but defending these values in their behavioral practices is often associated with acute rejection of "alien" and violence.

Under the theme of this article, it should be noted that the subculture of football fans clearly demonstrates the ability of modern sport to serve as tools for expressing a

²⁵ E. I. Ponomarev; S. I. Schalohyan and S. S. Kosinov, "Football World Cup 2018 as an impulse for the development of the sports movement among Russian youth", National health num 2 (2018).

²⁶ M. Kuznetsov, "Struktura futbolnogo fanatskogo dvizheniya", Analitika kulturologii, num 29 (2014): 3-7.

variety of values that are not always directly related to sport. In the case of football fans, everything related to sport has a symbolic, rather than real meaning. Devotion to the sports club serves, above all, the integration and self-assertion of a certain community, but not the involvement of the members of this community in sports.

Conclusion

Modern sport as a set of ideas, values, practices and organizational structures can be considered as one of the important elements of modern societies. The modern model of sport was formed within the framework of the Western culture, mainly in the Anglo-Saxon world, but quickly gained European and then universal influence.

The modern model of sport embodies a whole range of values: physical perfection and beauty, belief in unlimited human capabilities, health and activity, competitive spirit and collectivism, playfulness, nationalism (sport is one of the instruments for conquering national prestige), etc. These values spread thanks to the growing popularity of sports as a spectacle, a form of leisure activities, a healthy lifestyle and are a preventive social and cultural injury for the social health of young people²⁷.

At the same time, modern sport is the object of criticism of many social theorists. Professional sport is criticized because of its ability to cause damage to the health of athletes, merging with commercial interests and political games. Turning sport into a spectacle makes it one of the ways to escapism, serves to defuse emotions, often taking a destructive form.

However, sport in form of mass physical education and sports exercises is considered as one of the most important ways to maintain health, which is the reason for the widespread inclusion of physical training in educational programs of various levels, as well as the growing popularity of active forms of leisure and self-improvement. However, as empirical studies show, the desire to play sports for the sake of health and improvement is not as common among Russian youth as one would wish. Acceptance of value at the level of consciousness does not mean the realization of this value in the relevant types of practical activity.

On the other hand, the values associated with sport can be embodied in real behavior, but the forms of this behavior can be deviant.

An example of a deviant implementation of fully normative values is the activity of sports fans. The recognition of the value of physical perfection is characteristic of sports fan subcultures; however, in their interpretation, physical perfection is usually associated with force, approval of aggression and violence.

²⁷ Natalya Kh. Gafiatulina; Gennadiy A. Vorobyev; Svetlana I. Imgrunt; Sergey I. Samygin; Anna T. Latysheva; Larisa I. Ermakova and Larisa I. Kobysheva "Social Health of Student Youth in South Russia: Analysis Of The Perception Of Socio-Cultural Risks", *Modern Journal of Language Teaching Methods*. Vol: 8 Issue 6 (2018): 32-41 y M. Eisvandi; Y. Gorji & F. Niknejadi, "Effectiveness of Emotional Intelligence on Increasing the Psychological Dimension of Quality of Life of Mothers of Educable Mentally Retarded Children in Esfahan", *UCT Journal of Social Sciences and Humanities Research*, Vol: 3 num 1 (2015): 29-31.

The rivalry, the competitive spirit inherent in sport, often turns in fan subcultures into hatred and aggression against the “alien” - ethnic and racial minorities, other fan groups, etc. Thus, the values of sport in the attitudes of modern Russian youth do not form a stable non-contradictory structure, and their implementation in social practices may not occur at all or take the form of deviant and even criminal behavior.

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